



Corporate and Industry Strategies for Europe: Adaptations to the European Single Market in a Global Industrial Environment (Advanced Series in Management)

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This book deals with strategic adaptations at corporate, industry and government levels to the development of the Single European Market. The underlying theme is that internalization processes concerning industrial activities, especially those of the already large international corporations both influence and are influenced by the European Community development. The major issues treated against this background are industrial competitiveness, industrial restructuring, Research and Development activities, cooperation between firms and the role of the European based activities in a global context.

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